

MASSART

MASSACHUSETTS COLLEGE
OF ART AND DESIGN

FACTBOOK 2009/2010



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This report updates the most critical and frequently requested data about MassArt for fall 2009. These include fall enrollment, admissions, and demographic statistics; degrees awarded in the last academic year; faculty and staff data; and summary financial data for fiscal year 2009/2010. Fall 2009 statistics were generated at the end of the drop/add periods for undergraduate, graduate, and continuing education programs, about the last week of September. Other information can be updated on request to the Institutional Research office.

Kathleen Keenan
Associate Vice President of Planning and Institutional Research

June 2010

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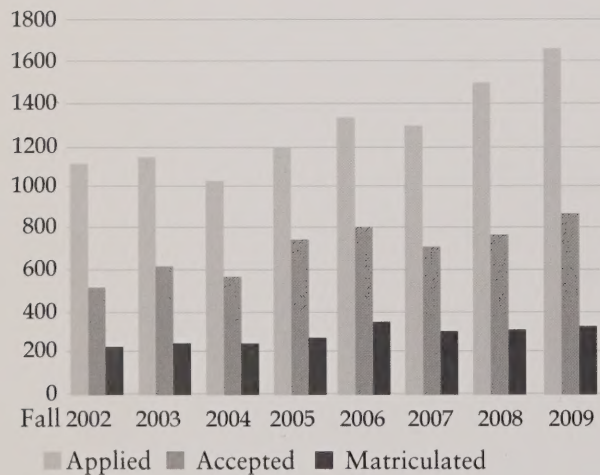
NEW STUDENTS SUMMARY

APPLICATIONS AND ACCEPTANCES

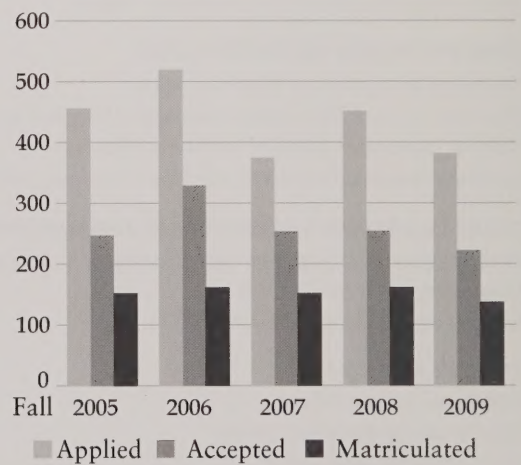
	Total	Admitted	Accept Rate	Enrolled	Yield Rate
First-time Freshmen	1630	836	51%	315	38%
Transfer Freshmen	235	131	56%	74	56%
Sophomores and Juniors	191	100	52%	56	56%
Readmits	15	15	100%	13	87%
BFA Applications	2071	1082	52%	458	42%
Graduate Art Education*	11	10	91%	9	90%
Master of Fine Arts	293	77	26%	36	47%
Provincetown Low Residency MFA	38	20	53%	11	55%
Design Certificate	51	39	76%	17	44%
Teacher Preparation Certificate	9	4	44%	2	50%
Master of Art in Teaching	21	12	57%	7	58%
Master of Architecture	41	32	78%	25	78%
Graduate and Certificate Applications	464	194	42%	107	55%
Total Applications	2535	1276	50%	565	44%

*includes summer and fall 08 MSAE

FIRST-TIME FRESHMEN APPLICATIONS AND ACCEPTANCES



TRANSFER APPLICATIONS AND ACCEPTANCES



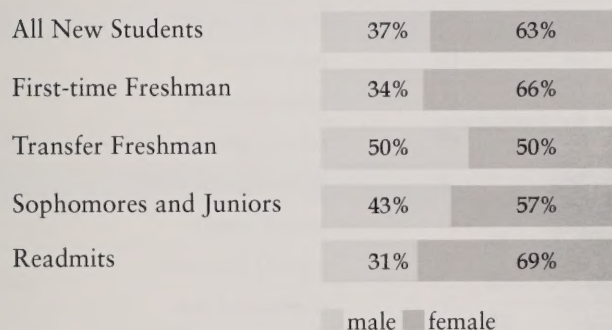
FIRST-TIME FRESHMAN PROFILE*

	2004	2005	2006	2007	2008	2009
High School GPA	3.24	3.24	3.22	3.29	3.31	3.32
SAT Critical Reading	574	575	566	557	567	563
SAT Writing	-	-	-	-	-	551
SAT Math	536	539	536	533	539	544
SAT Critical Reading and Math combined	1110	1116	1102	1090	1106	1107
SAT Critical Reading, Math and Writing combined**	-	-	-	-	-	1658
Class Rank	top 30%	top 29%	top 27%	top 29%	top 27%	top 27%
Percentage in top 50% of class	86%	86%	87%	90%	90%	85%

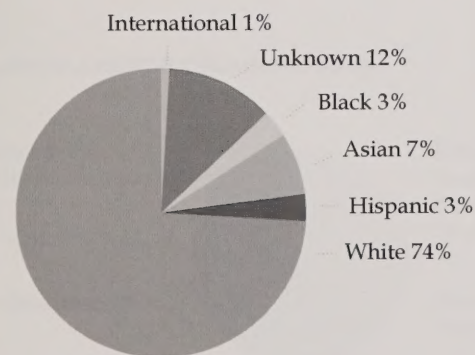
*Numbers are means except "Percentage in top 50% of class"

**The recent inclusion of the SAT Writing score increased the total possible SAT score from 1600 to 2400.

NEW STUDENTS BY GENDER



NEW STUDENTS BY ETHNICITY*



*includes First-time Freshmen, Transfers, and Readmits

ENROLLMENT SUMMARY

ENROLLMENT SUMMARY

	BFA	Graduate Degree *	Continuing Education **	Total
Full-time	1587	121	6	1714
Part-time	101	39	568	708
Total Headcount	1688	160	574	2422
Full-time Equivalent	1613	157	135	1905

Full-time equivalent enrollment for undergraduate degree and Continuing Education programs is calculated by the BHE formula of total credit hours/15; graduate FTE is total credit hours/12.

Headcount is unduplicated.

*Includes graduate degree programs and Teacher Preparation Program.

**Continuing Education includes non-degree and design certificates.

GRADUATE AND CONTINUING EDUCATION ENROLLMENT BY PROGRAM

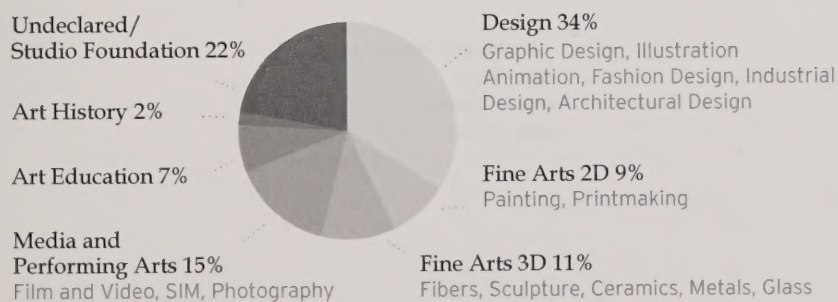
	Headcount	Percent
Fashion Design Certificate	20	3%
Graphic Design Certificate	72	10%
Industrial Design Certificate	4	0%
Teacher Preparation Program	15	2%
Master of Science in Art Education	27	4%
Master of Arts in Teaching	7	1%
Master of Architecture	22	3%
Master of Fine Arts	49	6%
Master of Fine Arts Dynamic Media Institute	19	2%
Master of Fine Arts Provincetown	32	4%
Non-degree	490	65%
Total	757	100%

BFA ENROLLMENT BY MAJOR 2005-2009*

	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	% 2009/2010 BFAS	% change since 2005/2006
Animation	45	50	53	63	71	4%	+58%
Architectural Design	43	38	51	47	51	3%	+19%
Industrial Design	57	60	76	66	64	4%	+12%
Fashion Design	83	111	119	139	120	7%	+45%
Graphic Design	125	124	134	139	140	8%	+12%
Illustration	114	118	144	140	146	8%	+28%
Design majors total	467	501	577	594	592	34%	+27%
Painting	131	134	140	147	125	7%	-5%
Printmaking	30	31	33	42	36	2%	+20%
2D majors total	161	164	173	189	161	9%	0%
Ceramics	30	22	23	22	21	1%	-30%
Glass	30	23	25	33	24	1%	-20%
Fibers	17	15	14	26	29	2%	+71%
Metals	29	34	35	33	34	2%	+17%
Sculpture	82	87	78	88	90	5%	+10%
3D majors total	188	181	175	202	198	11%	+5%
Film/Video	63	66	76	67	71	4%	+13%
Photography	128	111	112	129	129	7%	+1%
Studio for Interrelated Media	89	68	72	66	70	4%	-21%
MPA majors total	280	245	260	262	270	15%	-4%
Open Major	6	1	3	8	2	0%	-66%
Art and Design	7	5	1	9	8	0%	+14%
Art Education	97	100	110	127	119	7%	+23%
Art History	18	35	42	52	42	2%	+133%
Undeclared/Studio Foundation	352	430	371	359	391	22%	+11%

*Duplicated counts; double majors counted in both programs

BFA ENROLLMENT BY ACADEMIC AREA



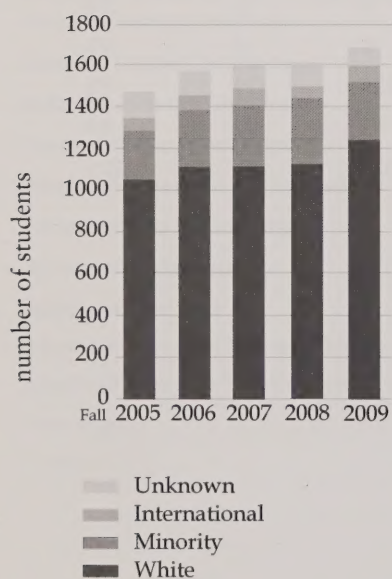
ETHNICITY AND RESIDENCY FALL 2009

ETHNICITY OF STUDENTS

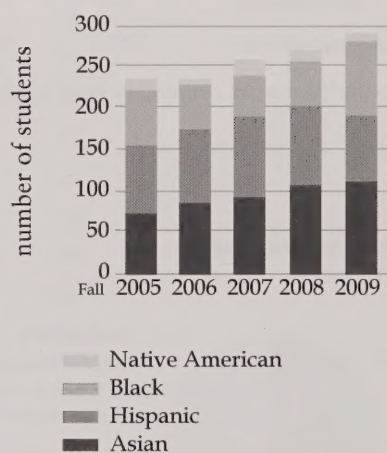
	BFA	Graduate	Continuing Education*	Total
Asian	114	7	32	153
Native American	13	0	1	14
Black	58	2	17	77
International	36	12	2	50
White	1224	107	257	1588
Hispanic	87	4	21	112
Unknown	156	28	244	428
Total	1688	160	574	2422

*Continuing Education includes non-degree and design certificates.
More than 42% of CE Students chose not to report their ethnicity.

ETHNICITY OF BFA STUDENTS



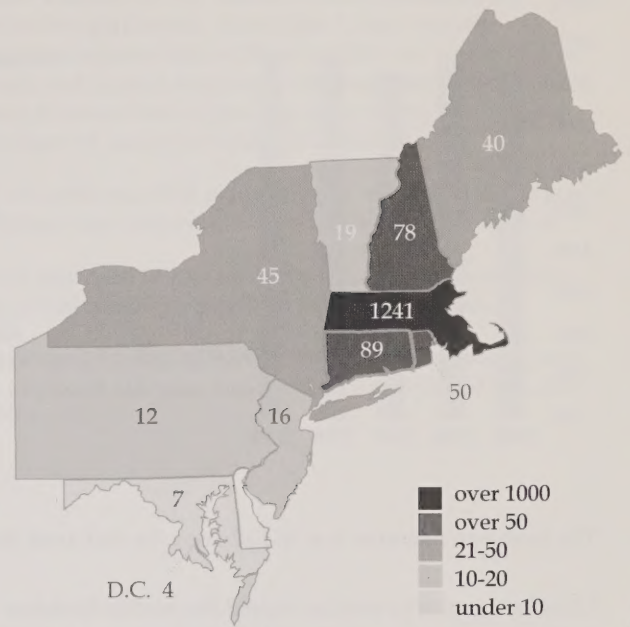
ETHNICITY OF MINORITY BFA STUDENTS



BFA ENROLLMENT BY US STATE AND REGION

	New Students	%	All BFAS	%
Massachusetts	316	69%	1241	74%
Connecticut	28	6%	89	5%
Maine	13	3%	40	2%
New Hampshire	25	5%	78	5%
Rhode Island	16	3%	50	3%
Vermont	7	2%	19	1%
New England States	405	88%	1517	90%
District of Columbia	1	0%	4	0%
Maryland	6	1%	7	0%
New Jersey	5	1%	16	1%
New York	11	2%	45	3%
Pennsylvania	3	1%	12	1%
Northeastern States	431	93%	1601	95%
Southern U.S.	10	2%	31	2%
Midwest U.S.	1	0%	3	0%
Western U.S.	8	2%	18	1%
Outside U.S.	4	1%	5	0%
U.S. Citizens	451	98%	1658	98%
Non-resident Aliens	7	2%	30	2%
Total	458	100%	1688	100%

BFA STUDENTS FROM THE NORTHEASTERN STATES



95% of BFAS are from the Northeastern States represented in the map above.

INTERNATIONAL ENROLLMENT BY GEOGRAPHIC REGION

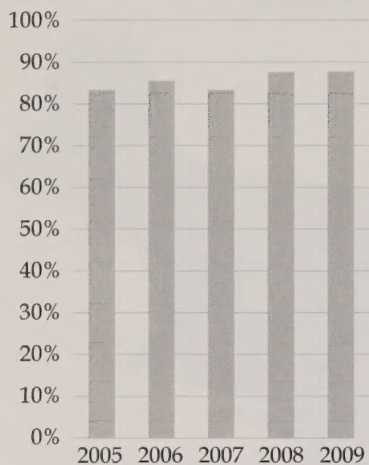
	BFA	All Students	%
Americas	5	9	21%
Eastern Europe	4	5	12%
Western Europe	3	3	7%
Asia	16	23	55%
Middle East	2	2	5%
Total	30	42	100%

Fall 2009 International students came to MassArt from 24 countries.

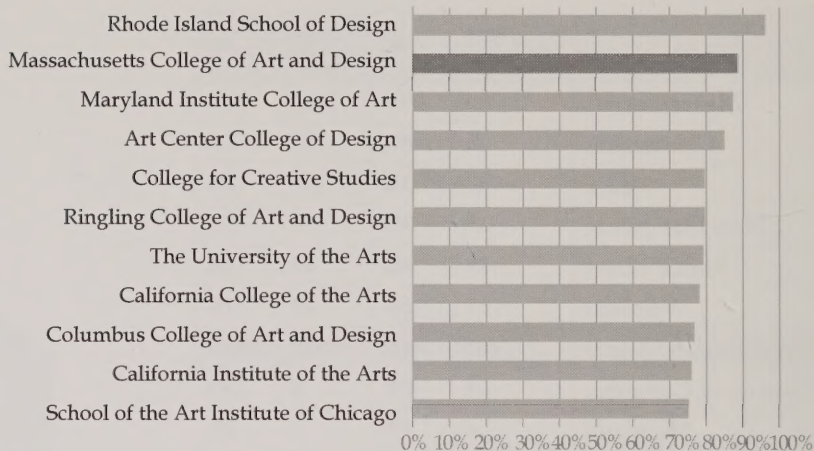
The top three home countries of MassArt International Students are Japan, Korea and China.

GRADUATION AND RETENTION RATES AND COMPARISONS TO AICAD PEERS

**MASSART FRESHMAN TO SOPHOMORE
RETENTION RATES**



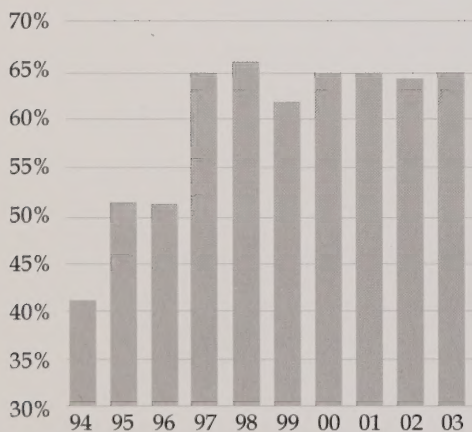
**FIRST-TIME FRESHMEN RETENTION RATES FALL 2008
FOR FALL 2007 FIRST-TIME FRESHMEN**



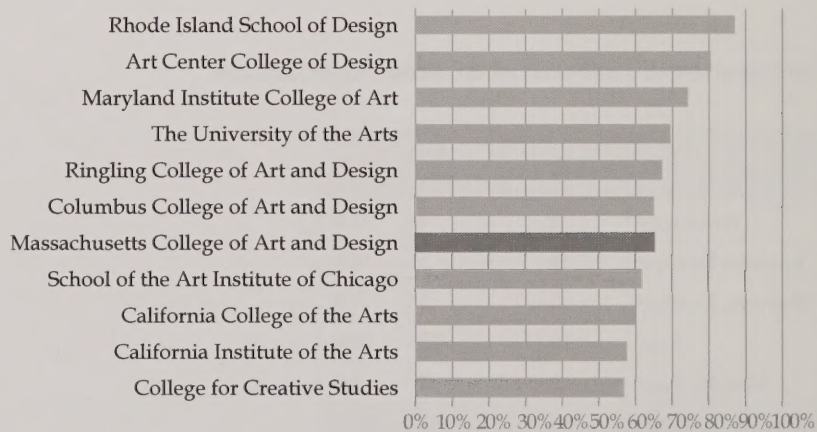
The freshman retention rate in Fall 2009 for Fall 2008 MassArt first-time freshmen was 87%, maintaining the rate achieved in fall 2008.

MassArt's goal is to meet or exceed the median freshmen retention rate of our AICAD peers. We have achieved this benchmark for the past several years and improved our performance in the last two.

**MASSART SIX-YEAR GRADUATION RATES OF
FIRST-TIME FRESHMEN**



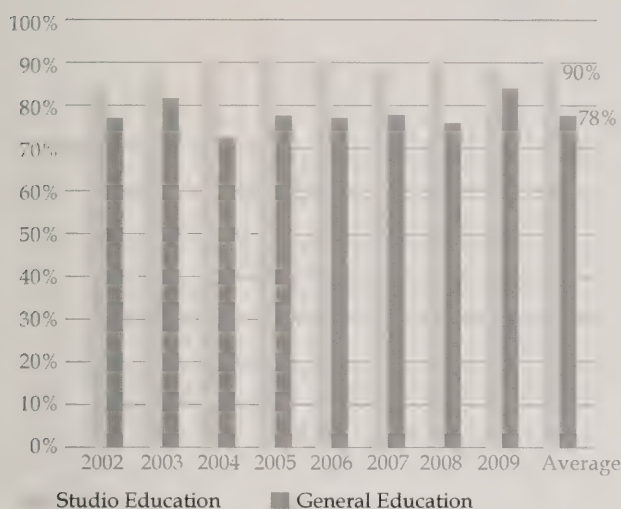
SIX YEAR GRADUATION RATES FALL 2002 FIRST-TIME FRESHMEN



MassArt's six-year graduation rates improved steadily for several years, and have been above 60% for the past five years. 65% of the fall 2003 freshman cohort had graduated by September 2009.

DEGREES, GRADUATE SATISFACTION, AND EMPLOYMENT

PERCENTAGE OF BFA GRADUATES SATISFIED/HIGHLY SATISFIED WITH THEIR EDUCATION*



MassArt's annual survey, administered to graduates six months after graduation, shows that a large majority of respondents express high levels of satisfaction with both professional and general education. Although the response rate in 2009 is lower than in previous years (27%) results show percentages of student satisfaction similar to 2008.

82% of 2008/2009 BFA graduates who responded to the graduate survey were employed within 6 months of graduation.

70% of employed BFA graduates who responded were working in a field related to their field of study at MassArt.

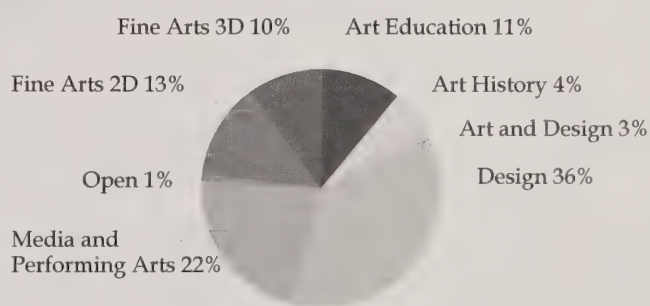
Median annual salary of BFA graduates who responded, who were employed full-time, was between \$35,000 and \$40,000.

*Note: Because response rates to the graduate survey can vary between 27% and 36%, annual results are less reliable than averages.

DEGREES BY MAJOR 2008-2009

	BFA	MFA/ MSAE	Certifi- cates	Total
Architectural Design	5			5
Industrial Design	16		1	17
Fashion Design	26		7	33
Graphic Design	29	7	21	57
Animation	13			13
Illustration	32			32
Painting	32	16		48
Printmaking	4	1		5
Ceramics	4			4
Glass	8			8
Fibers	6			6
Metals	3			3
Sculpture	13	7		20
Film/Video	21	2		23
Photography	29	4		33
SIM	11	7	1	19
Art Education	24	8	10	42
Art History	15			15
Art and Design	10			10
Open	2			2
Total	303*	52	40	395

DEGREES BY ACADEMIC AREA 2007-2008



*This is a duplicated count. 13 double majors are included in this total and in the accompanying chart.

FACULTY AND STAFF FALL 2009

EMPLOYEES BY JOB CATEGORY

	Full-time	Part-time	Total
Faculty*	104	220	324
Executive/Administrative	64	2	66
Other Professionals	61	15	76
Technical/Paraprofessional	3	1	4
Clerical/Secretarial	34	0	34
Skilled Craft	21	1	22
Service Maintenance	44	2	46
Total	331	241	572

*includes faculty in all programs

BFA FACULTY BY RANK AND GENDER

	Male	Female	Total
Full Professor	29	31	60
Associate Professor	11	10	21
Assistant Professor	15	5	20
Total Full-time	53	46	99
Permanent Part-time	6	5	11
Day Adjunct	56	68	124
Total Part-time	62	73	135
Total	115	119	234

excludes library staff

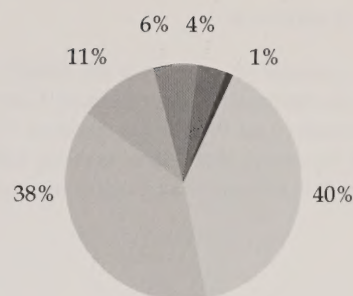
BFA FACULTY BY DEPARTMENT

	Full-time	Part-time 01	Part-time 03	FTE
Animation	2	1	4	4.1
Architectural Design	4	0	3	5.0
Art Education	7	1	0	7.7
Fashion Design	6	0	9	10.6
Film/Video	5	0	4	6.6
Fine Arts 2D	10	0	13	15.7
Fine Arts 3D	11	1	18	18.3
Graphic Design	7	1	5	9.0
History of Art	8	0	4	10.0
Illustration	5	1	10	10.7
Industrial Design	3	2	4	5.5
Liberal Arts	12	0	18	23.7
Photography	5	1	6	8.8
Studio for Interrelated Media	3	1	3	4.7
Studio Foundation	11	2	23	23.8
Total Faculty	99	11	124	164.2

FINANCES AND FINANCIAL AID 2009

REVENUES AND OTHER ADDITIONS, FISCAL YEAR 2009

State Appropriations*	\$19,084,320
Tuition and Fees	\$18,315,954
Auxiliary Enterprises	\$5,502,363
Other Sources	\$3,068,181
Federal Grants and Contracts	\$1,718,467
State Grants and Contracts	\$653,056
Investment Income**	\$16,020
Total	\$48,293,296



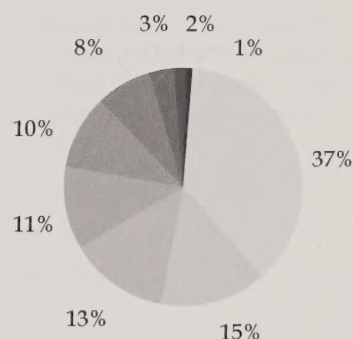
*includes restricted, unrestricted and indirect funds

**Investment Income made up less than 1% of the total and is not represented in the chart

Source: IPEDS Finance Survey Fiscal Year 2008

EXPENSES AND DEDUCTIONS, FISCAL YEAR 2009

Instruction	\$17,983,051
Institutional Support	\$7,014,977
Operations and Maintenance	\$6,526,377
Academic Support	\$5,422,295
Auxiliary Enterprises	\$4,895,056
Student Services	\$3,649,064
Depreciation	\$1,600,188
Public Service	\$805,269
Scholarships and Fellowships	\$427,773
Total	\$48,324,050



Source: IPEDS Finance Survey Fiscal Year 2008

UNDERGRADUATE FINANCIAL AID, ACADEMIC YEAR 2009-2010

	First-time Full-time	All Full-time
Degree seeking students	315	1587
# of students who applied for financial aid	247	1198
% of students who received any aid*	95%	96%
Average financial aid package	\$8,805	\$10,262
% determined to have financial need*	73%	79%
% who received grants/scholarships*	45%	56%
% who received self-help aid**	87%	89%
Average grants/scholarships award	\$7,425	\$6,569
Average self-help award**	\$5,645	\$6,902
Average loan	\$5,539	\$6,833

*percentages reported are of students who applied for financial aid

**self-help aid includes loans and work study

ENDOWMENT AND FUNDRAISING FISCAL YEAR 2009

COMPREHENSIVE CAMPAIGN

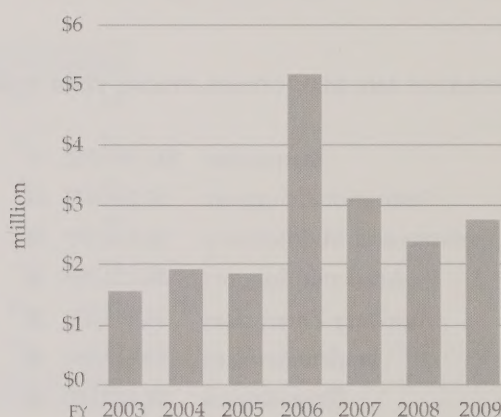
After receiving unanimous support from the Board of Trustees in February 2010, the college announced the public phase of its \$140 million transformational Comprehensive Campaign in April 2010. The Campaign is designed to increase MassArt's endowment, support programs and awards for students, faculty, and staff, and construct and renovate buildings. Presently, the college has raised 64% of its overall goal. State funding will comprise \$102,400,000 of the total raised and private fundraising will comprise \$38,320,000. It is estimated all private fundraising will be completed by 2012.

FOUNDATION FUND-RAISING

Fund-raising has increased from just under \$2 million in FY 2005, to over \$2.72 million in FY 2009. Fund-raising includes both annual giving and campaign contributions.

Annual giving contributions in FY 2009 totaled \$1,791,018, an increase of 6% from FY 2007. Contributions include private gifts along with grants from private, state, and federal sources.

FUND-RAISING RESULTS

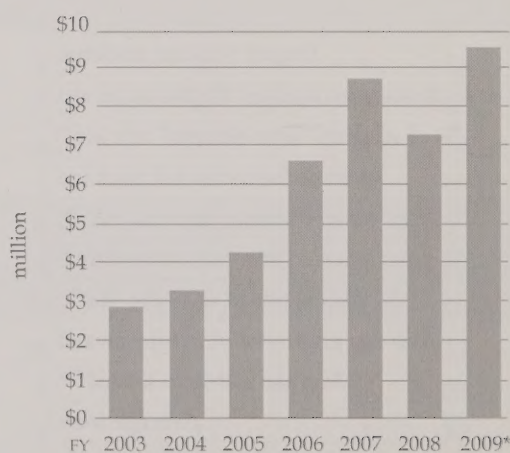


FY 2006 includes a one-time alumni bequest of \$1.7 million.

ENDOWMENT

Since FY 2003, MassArt's endowment has more than doubled in size, from about \$2.9 million in June of 2003, to over \$9 million in June of 2009. The total endowment per FTE student is about \$3,883 as of the end of FY 2009.

ENDOWMENT AND RELATED INVESTMENTS



*permanently and temporarily restricted funds

